

EARNEST'S MAMMOTH CLEARANCE SALE

Now Going On

Our stock must be reduced. All summer goods must be sold and at the Great Sacrifice we are marking them they will go. This is the time of year that we "clean up." We also take inventory August 1st and the goods must be sold. Now is the time to get some of the rarest bargains ever offered in good seasonable goods. Thousands have taken advantage of these wonderful values during the past week, and if you fail to get your share you will be the loser. Many of the grand values are vanishing fast, so do not wait until the last day to visit this Great Clearance Sale. This week we are going to offer some extra values. Come and look them over.

FOR MONDAY ONLY	
Val and Torchon Laces at	2c
On Monday, July 18th, we will give you choice of one big lot Val and Torchon Laces at the unheard of price of 2c yd.	
Table Linens, Napkins, Towels.	
WAY UNDER THEIR VALUE.	
60-inch Red and White Table Damask, real value 35c. This sale	20c
65-inch Fine Mercerized extra heavy and beautiful patterns; 60c values; clearance sale price	39c
70-inch Table Linen, 65 and 75c values; clearance sale price	49c
72-inch Fine Table Linen, \$1.00 values; clearance sale price	79c
19x42 Huck Towels, big value at 15c; clearance sale price	10c
Wash Goods	
AT A TREMENDOUS SACRIFICE.	
A lot of new goods have just been added here, bought under value and they go in the same way.	
Good Apron Check, usually sold at 7c; clearance sale	5c
Amoskeag Apron Check, real value 10c; clearance sale price	7c
Fancy Dress and Shirting Gingham, linen finish; the best 10c values; clearance price	7 1/2c

These Are Worthy of Notice:	
Children's Bleached Ribbed (knit) Waists, you pay 20 and 25c for no better. This sale	10c
Children's Muslin Drawers, tucked and ruffled; this sale	10c
Ladies' Bleached Vests, padded. This sale	5c
Ladies', Misses' and Children's Hose, black and tan. This sale	5c
Ladies' Embroidered White Wash Belts, Pearl Buckles; the usual 25c kind; at	10c
Ladies' Lace Jabots and Stock Collars, 25c values, at	10c
Ladies' Black Leather Hand Bags, nice size; a 50c bargain at	29c
Ladies' Silk Hose, black and colors, \$1.25 values, at	79c
One Lot 15 and 20c Ribbons. This sale	10c
One Lot 25 and 35c Ribbons, all styles and colors; special for this sale	19c
All Parasols at Just Half Price.	
Coat's Thread, per spool	4c

White Goods, Fancy Lawns and Batists	
* Here is the chance of a lifetime. Several cases of these goods just arrived—bought at one-third less than value.	
One lot Fancy Lawns, good quality, 7c value, Clearance sale price	4c
One lot Fancy Lawns, Organdies, and Batiste, value up to 19c, elegant new patterns, sale price	10c
27 inch sheer White Lawn, see it and you will realize its value	5c
30 inch White Persian Lawn, an extra value at 15c, Clearance sale price	10c
45 inch Persian Lawn, 25c value, real value 30c, This sale	19c
One lot Fancy White Goods, plaids, stripes, checks, and dots, all new, value up to 20c, Clearance sale price	10c
36 inch pajama or underwear checks, 15c value. This sale	10c
30 inch Plain White sheer Flaxon, looks like Linen. This sale	12 1/2
38 inch Fine Flaxon, regular 25c value, special this sale	19c
36 inch Handkerchief Cloth (Linen). Special this sale	29c
72 inch Wash Chiffon Organdie, Special this sale	39c

READY-TO-WEAR DEPARTMENT.	
Big Money Saving Values Here.	
Ladies' Coat Suits and Dresses.	
Wash Coat Suits made of good quality Linen and Crashes, Regular \$5 value. Clearance sale	\$2.89
Ladies' Coat Suits, \$6.00 and \$7.00 values, Clearance sale price	3.98
Lingerie Dresses, made of sheer White Batiste, trimmed with fine val lace and embroidery. A special \$5 dress, real value \$6. This sale	2.89
All other Dresses and Suits at sacrifice.	
Skirts	
Wash Skirts, \$1.00 values	\$.79
" " 1.25 and 1.50 values at	.98
" " 2.00 and 2.50 values at	1.48
\$4.00 Linen Skirt at	2.98
\$5.00 and \$6.00 Linen Skirt at	3.98
Fine Panama and Voile wool Skirts, an exceptional \$5.00 value, this sale	3.98
\$6.00 and \$7.00 values at	4.98
Shirt Waists	
Shirt Waists, \$1.00 values at	\$.74
" " 1.25 and 1.50	.98
" " 2.00 values at	1.39
" " 2.50 values at	1.79
" " 3.00 values at	1.98
Corsets—Warner's and American Lady	
50c values at	42c
\$1.00 values at	89c
\$1.50 values at	\$1.24
\$2.00 values at	\$1.59
\$3.00 and \$3.50 values at	\$1.98

Grand Bargains in Lace and Embroidery.	
One lot Vals, Torchons and Embroidery; every piece worth 5c and more; clearance sale price	3c
One lot Vals, Torchons and Oriental Laces and Embroidery, regular 8 and 10c values; clearance price	5c
One lot hand-made Venetian Laces, Embroidery Edge and Insertion and Heavy Lace Bands, worth up to 25c; clearance sale price	10c
Handsome Skirt Flouncing, 18 to 24 inch; 50 to 75c values; special this sale	29c
All Over Embroidery, beautiful patterns; value 75c and \$1.00; clearance sale price	25c
Fine Skirt Flouncing, skirt lengths (46 inches), \$1.50 values; clearance price	98c
Berkley Coronet Cambric, as soft and finer than Nainsook, 12c value; clearance sale price	10c
Berkley No. 60 Cambric, very fine and soft, 15c value; clearance sale price	12c
Berkley No. 100 Cambric, extra fine and soft, real value 20c; clearance sale price	15c
Lonsdale Standard Cambric and Nainsook finish 15c value; clearance price	12 1/2c
36-inch Sea Island Sheeting, 6c value; this sale	5c
36-inch Fine Sea Island Sheeting, 7c value; this sale	5 1/2c
9-4 Brown Pepperell Sheeting, value 30c; this sale	24c
9-4 Bleached Pepperell Sheeting, value 32c; this sale	26c
10-4 Bleached Pepperell Sheeting; value 35c; this sale	28c

\$125.00 in Prizes
will be given out August 1st, at 4 p. m. Be sure you get tickets, and watch for the announcement of the winning numbers. Tickets Free with every 50c cash purchase, or amount paid on account.

Domestics, Less Than Wholesale	
And Cotton is still advancing. Better get what you want now.	
Hill, Lonsdale and Fruit Bleachings, value 12 1/2c; clearance sale price	9c
A good, heavy Bleaching, 36-inch wide, regular 20c value; clearance price	8 1/2c
27-inch Bleaching; no dressing; clearance sale price	5c
36-inch Fine Soft Bleaching; clearance sale price	7c
36-inch Fine Cambric; clearance sale price	9c

Sheets, Pillow Cases and Bed Spreads.	
This is your last chance to get these at such low prices.	
45x80 Good Pillow Cases	10c
42x80 Mowhawk Cases	15c
81x90 Good Sheets, seamed in center	39c
81x90 Regular 65c Sheets, this sale	54c
81x90 Extra heavy Sheets, 75c value	64c
81x90 Mowhawk Sheets	69c
Good Bed Spreads, 85c value at	59c
Regular \$1.00 Spread full size	79c
\$1.25 value, very good, at	98c
\$1.50 Special values at	\$1.19
2.00	\$1.48
Others up to \$5.00 value at big cut.	

NOTIONS	
At so small a price.	
Good white envelopes, 5c val. at	2c
Invisible hairpins, 5c value at	2c
Good pearl buttons, 5c value at	2 1/2c
Fancy box hair pins, 5c value at	3c
Nickel plated brass safety pins 5c val	3c
Stewart's duplex safety pins, 10c val	5c
Cosmo Butter-milk soap, 10c value	5c
Fine pearl buttons, 10c value at	5c
Fine Talcum Powder, violet 15c val.	8c
Men's and other 25c talc powder	15c
Colgate's tooth paste and powder	19c
Ladies' Satin pad hose supporters 25c kind at	19c
\$1.00 Alarm Clocks at	54c

SPECIAL!
Coats' Thread, per Spool, 4c.

The Palatka News and Advertiser.

City Happenings and Personal Mention.

Col. A. H. Odom had legal business at Starke on Monday and Tuesday.

Miss Nellie Fry, Miss Mary Tucker and Lawrence Tucker, jr., left yesterday for an outing at Waynesville, N. C.

Rev. Howard Dutil is spending several days this week at Georgetown, where he is holding special meetings.

S. F. Kling, land and timber agent of the Rodman Lumber company has been a business visitor in the city this week.

Judge J. L. Burton and Hon. B. F. Tillinghast of Crescent City were in the city yesterday enroute to Summer Haven to eat fish.

Citizens who have grumbled about Palatka weather conditions probably haven't been reading the reports from New York and New England.

Miss Minnie Kupperbusch is visiting friends at Poolesville and other points in Maryland. Later she will spend some time at Sharon, Pa.

Col. S. J. Hilburn, of Palatka, is again at the Aragon, after a short absence from the city. He is a leader in the legal profession of Putnam county and visits Jacksonville at regular intervals.—Times-Union.

C. Turquand, bookkeeper at the Wilson Cypress Co., was the lucky holder of the \$3 prize ticket at the clock unveiling at M. S. Brown's clothing store last Tuesday night.

Thos. J. Knight for some time past stenographer for the W. A. Merryday Co., has accepted a position in the office of the Selden Cypress Door Co., and entered upon his duties last Monday morning.

Mr. H. S. Cummings, a prominent merchant and banker of Rodman, is a late arrival at the Aragon. He is a frequent visitor to Jacksonville, and always receives a hearty welcome whenever he visits the city.—Times-Union.

The city authorities have had the shade trees in the west end trimmed and it is a neat job of work. "Twas done by the street gang under the supervision of Mr. Wigg, who has something of an artistic eye.

W. R. Gallagher, timber estimator for the Wilson Cypress Co., who has been taking treatment at Hot Springs for the past month or more, returned home early in the week, much improved in health. Mr. and Mrs. Gallagher have since gone to the beach.

Mr. and Mrs. Marvin H. Martin, of Palatka, are spending a few days in the city, and during their visit will be the guests of Mr. and Mrs. Albert Davis, of Springfield. Mr. Martin is prominently identified with the Atlantic Coast Line at Palatka.—Jacksonville Metropolis.

The new Wilkie block on Lemon street, now nearly ready for the tenant, is a decided ornament to that thoroughfare. It is of pressed brick front and there will be plenty of show window room. The entire building will be occupied by F. A. Gerber & Son, furniture, and they are ideal storekeepers when it comes to neatness and the display of goods.

Jos. Dawson, the well-known traveling hardware salesman who has been selling Palatka merchants for many years, was in the city yesterday. "I am profoundly touched to hear of the death of my old friend Martin Griffin. He was my good friend and he has shown his friendship for me in many ways. I have known him for 27 years. He was a good man. I shall miss him more than I can tell."

Mr. L. R. Chazal and family have as their guests at Woodmar this week Father Foley of St. Augustine, and Father Barry of Palatka. Father Foley has recently been made a bishop to the Philippines, his appointment coming from the Vatican. Father Foley has not yet decided as to whether or not he will accept the bishopric.—Ocala Banner.

Rev. Father Barry spent Monday and Tuesday in Crescent City where he is building a Catholic chapel and which is nearly completed. On the evening of the latter day he officiated at the marriage of Mr. Eugene D. Lounds, drug-gist and postmaster, and Miss Ruby L. Mathis, daughter of Mr. John H. Mathis. On Wednesday evening Father Barry went to Jacksonville, where he was to officiate the following day at the funeral of Mr. Martin Griffin, sr.

Hon. S. J. Hilburn returned Wednesday night from Jacksonville, where he has been engaged on cases in the circuit court. One important case is that in which, as attorney for Hon. C. A. Finley of Tallahassee, he is suing the Southern Bell Telephone and Telegraph Co. for \$50,000 damages for the death of Mr. Finley's son, in July, 1907, when he was shocked to death, was continued to the next term on request of the defendant company.

Rev. and Mrs. Wm. Willie returned Tuesday evening from an outing of a month or more in the North Carolina mountains. The resort at which they spent the greater part of their time was 30 miles from a railroad, and had it not been that Mrs. Willie was severely ill for two weeks, they would have good time to report. The climate was cool and fine. Mr. Willie says that he had no news from Palatka or the state during his absence, and hadn't heard of Gov. Broward's successful campaign until his arrival home.

Hon. Robert W. Davis, who has just dissolved partnership with Hon. M. B. Macfarlane in the practice of law, has established himself in very comfortable quarters in the Curry building, where he has fitted up very attractive law offices. This distinguished Floridian will devote his entire time to his practice and his eloquent voice and thorough legal ability will be frequently demonstrated in the courts of this section.—Tampa Tribune.

Hon. Martin Griffin, jr., of Los Angeles, Cal., a former prominent citizen and one time mayor of Palatka, with his father in Jacksonville, and it is thought will visit Palatka next week. It is 14 years since Mr. Griffin left Palatka and his coming will be a keen pleasure to hundreds of his old friends. Mr. Griffin has kept posted regarding the affairs of the city and county by reading the News, but nevertheless there will be some revelations in those fourteen years that will be new.

St. James' Methodist Church.
H. DUTIL, PASTOR.

The schedule for next Sunday's services is as follows:
9:45 a. m.—Sunday School. A place for you in a class or as a visitor.
11:00 a. m.—Preaching by the pastor. Subject: "That which is laid up for me."
7:30 p. m.—Preaching by the pastor. Subject: "What is a Fair Exchange?"
The church is cool and the services are planned for your help. Come.



are known all over the country. We have the sole agency for 'em in Palatka. Also the

Stetson Shoe.

Spring Goods are now in. Come and see them.

M. S. Brown,

The Spring Time

With its warm days reminds us that heavy garments must be laid aside and lighter ones substituted.

We have the Spring Substitutes of Style and Quality in

Hamburger Bros. & Co. Suits.

of which there is nothing better in the United States.

Also the celebrated

Griffon Brand hand tailored Suits.

See samples in our window.

Knox Hats in Straws & Panamas,

The Hat of Real Style.

Crawford Shoes

We have the sole agency for 'em in Palatka. Also the

Stetson Shoe.

Spring Goods are now in. Come and see them.

M. S. Brown,

Palatka.



Found Dead in Bed.

J. M. Petty, a young man employed by the Wilson Cypress Co., was found dead in his bed at the Dixon boarding house on Kirby street Wednesday afternoon about 4 o'clock. The discovery was made by one of the boarders.

Petty had been complaining for two or three days of not feeling well, had had just a slight fever, and had remained home from work. He didn't think himself sufficiently ill to warrant medical aid and therefore did not call a doctor.

But a short time before his dead body was found Petty had been down stairs mingling with the family and others in the house, seemed cheerful and had drunk a bottle of coco-cola.

Dr. Warren was sent for immediately upon the discovery of the man's death and from the appearance of the body said heart trouble was the probable cause of death. The body was turned over to F. A. Gerber & Sons and telegrams were sent to Atlanta, Ga., from which point Petty came to Palatka not long ago. The young man was apparently about 25 years of age, was well liked by all who knew him and was industrious. Petty's mother lives in Georgia, and the body was to be shipped to her.

New Officers Installed.

Last Tuesday night Mrs. Jennie R. Brown, past grand chief of Florida of the Pythian Sisters, installed the following new officers of the Palatka lodge: P. C., Emma J. Edmonson; M. E. C., Fannie W. Gerber; E. S., Rena Brown; E. J., Louis Edmonson; Manager, Lillie Hyers; M. of R. and C., Daisy Pickens; M. of F., Daisy Neck; Protector, Ella Cannon; G. O. T., Ella V. Grooms.

What Good Is Father?

Father has always been the "goat." It was always father who held the family from the achievement of its social ambitions. It was father who made blunders that put the family to shame. Father never would take to the new fashioned ideas. He was against the domination by the younger generation, against suffrage, against women's clubs, against the teaching of French to the children—in a word, a natural reactionary. It was but natural, therefore, that father should become generally known as a back number, useful only in bringing home money and writing checks.—Washington Post.

East Indian Monkeys.

A naturalist who has traveled in the East Indies says: "The effect on the monkeys of man's appearance is most interesting. The expression of their emotions is certainly almost human as they sit and stare at him, coughing and snarling with anger and contempt, drawing back their heads and throwing the hand before the face with a gesture of abhorrence and other movements indicative of shocked and outraged feelings. But predominant is the expression of absolute horror, which, coming from those we consider our still degraded cousins, is to our superiority very aggravating."

Excusable.

"Miss Short says she's only thirty, and I'd swear she's five and thirty if she's a day."

"Well, you see, I've heard she was a rather backward child, dear, and didn't learn to count till she was five."—Exchange.

The White Plague.

Many people who are now neglecting slight coughs and colds, hoping that "they will wear away" are unconsciously drifting toward Consumption, which is collecting annually, the awful toll of one million human lives.

Coughs and Colds, although seemingly trifling ailments, should be checked in the beginning by the use of PLANT JUICE COUGH SYRUP, which relieves all diseases of the throat, larynx and lungs.

Plant Juice Cough Syrup is sold by all druggists at 25c and 50c a bottle. Write for Free Plant Juice Book.

F. A. DILLINGHAM,
831-33 W. 5th St. Cincinnati, O.

Notice of Application for Amendment to Charter.

NOTICE IS HEREBY GIVEN that the Selden Cypress Door Company intends to apply to the Governor of the state of Florida for permission to amend Article 6 of its charter, as follows: Article 6 of the Articles of Incorporation be amended to read as follows: "The highest amount of indebtedness to which this corporation can at any time subject itself shall not exceed \$125,000."

GEO. B. SELDEN,
President.

Palatka, Florida, June 3rd, 1910.

Stops itching instantly. Cures piles, eczema, salt rheum, tetter, itch, hives, herpes, scabies.—Doan's Ointment. At any drug store.

FOR RENT—One unfurnished flat over the Express office, 4 rooms. Apply at Cochrane's Book Store.

Notice to Contractors.

Sealed bids to fill in lot 1 of Rev. J. W. Gibson, in block 29, corner Reid and Sixth streets, approximately 8 1/2 cubic feet, will be received until July 19th, 1910. The city reserves the right to reject any and all bids.

A. F. TRIAY, City Clerk.

TO RENT—Three Nice Cottages, conveniently located. Call on John Danforth, Hart Line Office.

PLANKS CHILL TONIC is guaranteed to cure malaria, chills, fever, colds and lagrippe. Guaranteed to cure a cold in one night; lagrippe in three nights. Your money back if it does not. For sale at all first-class drug stores 8-25-lyr.

5 or 6 doses "666" will cure any case of Chills and Fever. Price 25c. 4-1-6m

Executor's Notice.

Notice is hereby given to all creditors, legatees, distributees, and all persons having claims or demands against the estate of Alpheus J. Hilburn, deceased, late of the county of Putnam, Florida, to present said claims or demands to the undersigned within two years from this date, otherwise the same shall forever afterwards be barred. This 16th day of June, A. D. 1910.

E. S. ORILL,
Executor of the Estate of Alpheus J. Hilburn, deceased.

For Sale.

Cord Wood in quantity to suit purchaser. Apply to

H. C. BECKER,

Superintendent,
South Palatka Land Co.
Office Arlington Hotel.

If We Knew Your Name

and address we would send you a copy of our 1910 Florida Almanac. Give us the number of acres and crops you cultivate. We want you to have the almanac because it has in it the information that should be in all good almanacs.

That is not all. It gives a lot of Fertilizer facts and terse information about the growing of crops that is interesting because it is valuable when applied.

We are justified in asking you to send us your name and address, in that we believe it would be mutually profitable for you to have a copy of it. There is no cost. Just send your name and address.

The one vital thing about any fertilizer is: "What will it do for the crop?" When you buy fertilizer from us it is mixed for your land and for the crop you intend to grow.

In ordering tell us the character of your land and name the crop. When you buy seed, you want to get what you buy. When you buy Fertilizer you ought to get one that will serve the purpose intended.

A free truck with any order for one or more tons.

Send for the 1910 Florida Almanac now.

E. O. PAINTER FERTILIZER CO.
Jacksonville, Florida.

FREE TRUCK with 1-ton order for Fertilizer.

The Earnest Co

PALATKA FLA.

218-220-222-224 Lemon Street.

Store closes at 1 p. m. Thursdays during Summer.